



TO: Members of the Parks and Recreation Board
CC: Henry Hill, Deputy City Manager
Rick Wieland, Parks and Recreation Director
Marcy Jones, Recreation Services Manager
FROM: Denise M. Mallek, Special Events Program Supervisor
DATE: April 3, 2009
SUBJECT: Monthly Report on the Registration, Participation, Revenue and Expenditures of Special Events within the Parks & Recreation Department

The purpose of this memo is to provide an update on the Special Events within the Parks & Recreation Department.

Easter Eggstravaganza

Despite the cold and wintry weather, an estimated 2,500 people attended this year's Easter Eggstravaganza held at Pizza Hut Park. Children of all ages came out to hunt the 60,000 eggs that were distributed amongst four soccer fields. Due to the lower than expected attendance, we had leftover eggs that were donated to Frisco Family Services.

With the high-speed winds, we had to cancel some of our planned activities such as bounce houses, an obstacle course, wall climbing and most of our crafts and games. We were still able to offer free face painting and a Summer Open House where instructors were able to pass out information and give demonstrations on their summer programs. The Communications Department supplied us with an ample amount of volunteers for the event, who helped monitor the fields before and during the egg hunt to make sure there were no strollers on the fields.

This year, we were able to offset some of our cost by obtaining three Easter Bunny Sponsorships from local businesses. Unfortunately, they did not receive the amount of exposure as we had anticipated with 10,000 people attending. In order to make sure they receive the amount of exposure they agreed to, we are offering them a \$1,000 credit towards a sponsorship package for the 2009 Merry Main Street. This will help continue positive relationships with our local businesses.

Thanks to the help of our dedicated staff members and parks crew, the overall event was a success. Everyone was helpful and cooperative in making this event memorable for our citizens.

Rockin' the Park

The Collin County Songwriters Association, along with the Parks and Recreation Department, will host a free Spring Concert and Seminar on Saturday, April 18th at Warren Sports Complex. This event features songwriters of all styles and ages from the North Texas region. Beginning at 12:30pm, there will be networking opportunities, open mic and seminars to help local musicians learn more about the music industry. The concert will begin at 4:30pm and will include original performances and cover bands.

Battle of the Bands

The Parks and Recreation Department has recently teamed up with the Mayor's Youth Council to host a Battle of the Bands that will target the youth in our community. The event will be held on Friday, May 29 at the Athletic Center Outdoor Pool from 6:00pm to 10:00pm. Bands must be comprised of at least one Frisco ISD high school student. A logo has been created for the event, and if it proves to be successful, we hope to continue this annually. We are currently working out details such as cost of admission, age restrictions, concessions and staffing.

Other upcoming Special Events

Saturday, April 4 – B.F. Phillips Park Dedication

Saturday, April 18 – Rockin' the Park

Friday, May 29 – FAC Fun Night with "Battle of the Bands"

Friday, June 5, 12, 19 and 26 – Frisco Grooves